

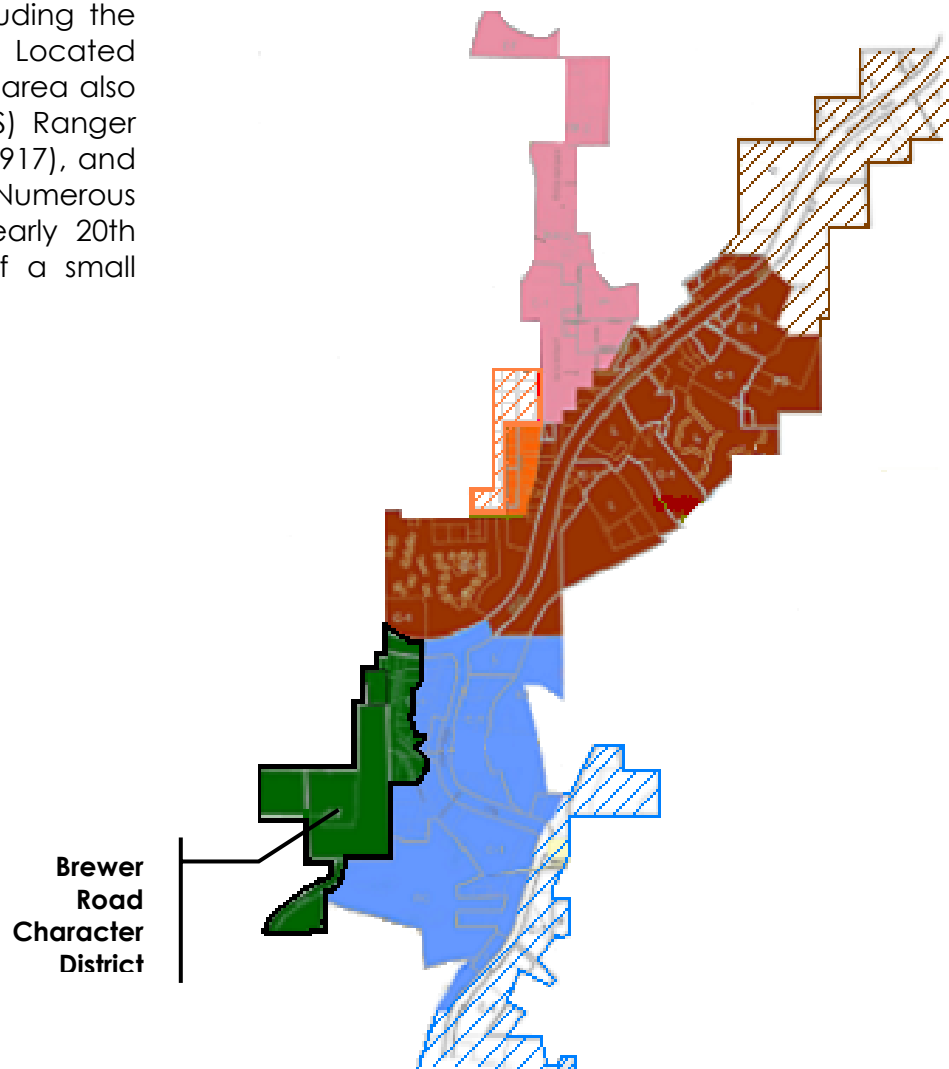
Chapter 7: Brewer Road Character District

7.1 Introduction

The Brewer Road Character District includes Sedona's earliest business center and 'heart' of town, including the 1926 Hart Store, Sedona's first commercial building. Located along Brewer Road, south of State Route 89A, this area also is home to the United States Forest Service (USFS) Ranger Station (Sedona's oldest building, constructed in 1917), and the Ranger Station Barn (constructed in 1934). Numerous historic buildings and features that reflect the early 20th century development patterns and mainstays of a small town characterize this district.

Character-Defining Features

- Low Rock Walls and Wood Post Fences
- Board and Batten and Clapboard Siding
- Pitched Roof Lines
- Red Rock and River Rock
- Rural Scale and Character
- Juniper and Pinon Trees
- Informal Pedestrian Pathways
- Natural Vegetation
- Informal Building Orientation



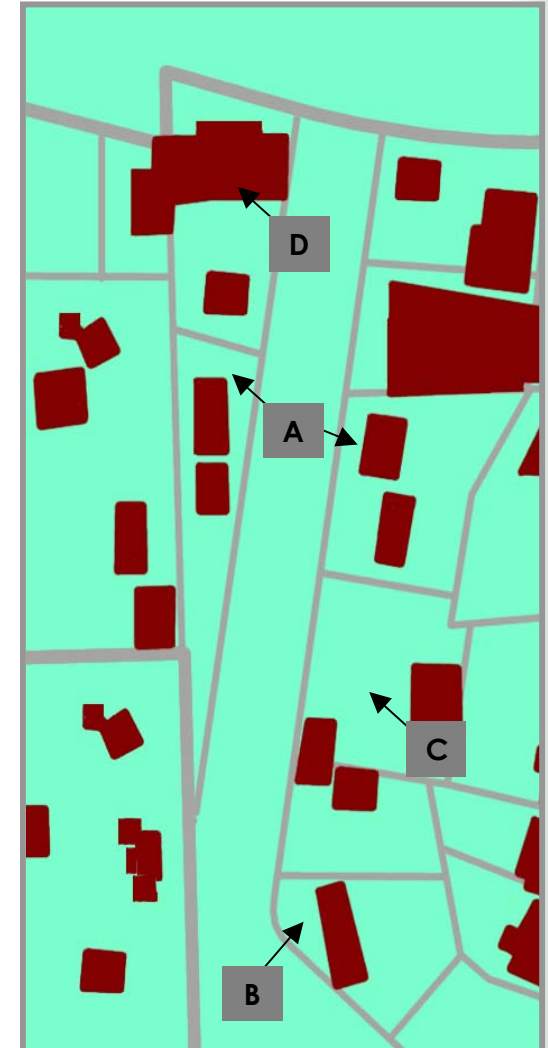
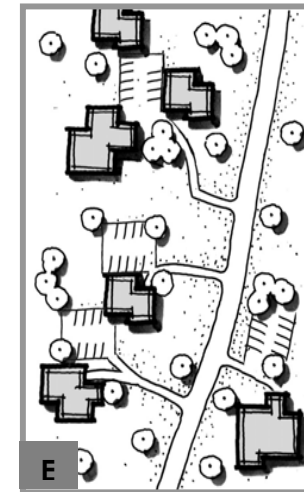
Chapter 7: Brewer Road Character District

7.2 Site Design

The Brewer Road Character District contains building setbacks and orientations that are varied and organic like its surroundings. It is important to pay attention to the separation of vehicle and pedestrian areas in this district.

7.2.1 Building Orientation

- Buildings in the Brewer Road Character District should be set back from the primary street and sidewalk areas in one of the following informal configurations:
 - *Clustered Buildings*– Landscaped setback with limited or no parking in front of buildings and most parking in rear or side setbacks **(A)**
 - *Single Buildings on Larger Lots* – Landscaped setback with limited parking in the front and most parking on the rear or sides **(B)**
- Distances between structures for side yards also should vary within the district in the following ways:
 - *Minimal Side Yards* – Clustered Structures Located in Close Proximity **(C)**
 - *Wide Side Yards*– Structures separated by parking, plazas, or landscaping or natural vegetation **(D)**
- Building orientation should create visual variety and diversity along the street. **(E)** Avoid overly



Existing pattern of the
Brewer Road Character District



Chapter 7: Brewer Road Character District

consistent treatment and setbacks on adjacent parcels.

- Buffer commercial uses from residential uses as much as possible. Building orientation, landscaping, setbacks, and low walls should be used to provide adequate separation.
- Any grading for new development should be sensitive to the natural surroundings and should emphasize scenic vistas and natural landforms.
- Preserving existing topography is strongly encouraged to minimize visual impacts, disruptions in natural drainage flows, and to preserve natural/existing vegetation.

7.2.2 Parking

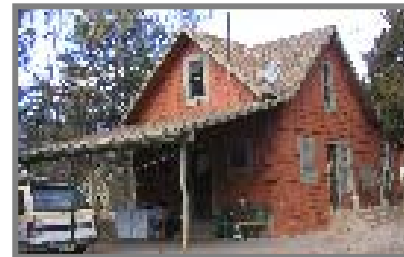
- Locate parking lots to the rear of buildings or side of buildings wherever possible. Limit front parking with the use of adequate landscaping and buffering.
- Parking lots should be landscaped to screen the visual impact of parked vehicles from the public right-of-way. Screening should consist of plantings, corral fencing, or low rock walls at the setback line.
- Delineate parking areas and drive aisles from pedestrian spaces through the use of fencing, rock, and landscaping.
- Parking lot surface materials shall not detract from the surroundings and may be of natural



Chapter 7: Brewer Road Character District

rock/gravel, decomposed granite, exposed aggregate, or decorative pavers.

- Parking lots should be broken up into smaller parking modules separated by landscaping.
- Adjacent parking lots should be interconnected when possible.
- If well screened and below-grade, parking structures may be appropriate at the rear of buildings. Building materials compatible with the district and dense canopy tree accents should be used to minimize visual impacts and lessen effects on existing ambience.



7.3 Architecture

This district is predominately characterized by early 20th century structures built with natural materials and nestled within the surrounding nature. Buildings tend to reflect "Territorial" and "cottage" commercial and residential buildings, as well as the overall local western themed vernacular architecture of Sedona. The preservation of the natural environment is the priority in this district and the new development should remain unobtrusive and small scaled.

7.3.1 Architectural Styles

- New construction should be small in scale and utilize vernacular architectural styles such as 'Territorial', 'western' and tones of 'craftsman'. Elements characteristic of rural commercial buildings, such as covered walkways and large windows; and elements historically used on residential homes in Sedona, such as overhanging eaves, double-hung windows, rock



Chapter
2.3.1
(Page 2-3),
2.3.4
(Page 2-7)

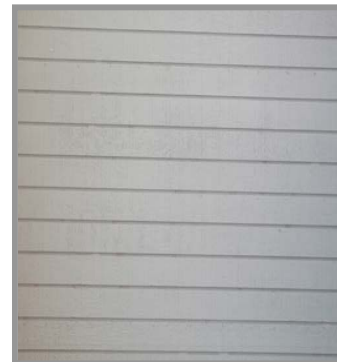
Chapter 7: Brewer Road Character District

chimneys, front porches are appropriate. Designs should incorporate natural stone and rough-hewn wood structural elements.

- Contemporary adaptations may be appropriate if key attributes of the natural environment are used to guide the design and will be considered on a case-by-case basis.
- One-story structures are encouraged. Height and scale of new buildings should be compatible with that of existing surrounding development.

7.3.2 Building Materials

- Preferred building materials for the district are:
 - Board and batten
 - Clapboard siding
 - River rock
 - Genuine red rock
 - Treated wood shake roofs
 - Non-reflective roofs
- Stucco and heavy timbers may also be acceptable building materials, but should also incorporate the aforementioned and preferred building materials in the architectural elements. If stucco is used, it should be limited and only used to complement the predominant architectural styles of the Brewer Road Character District.



Chapter 7: Brewer Road Character District

7.3.3 Roofs

- Structures with -pitched roofs are preferred.
- Flat roofs are appropriate for Territorial style buildings with false front parapets. Any rooftop equipment must be screened from public view. Screening must be architecturally integrated into the building design.
- Roof materials should be consistent with the architectural style of the building.
- Multi-planed roofs are encouraged to add desirable articulation.



7.3.4 Windows, Doors and Storefronts

The size, shape, and style of windows are an important feature of an architectural style.

- Original types and sizes of windows should be maintained whenever possible.
- New construction in this district should include window and door styles consistent with typical historic, commercial, and/or residential window designs. Fixed, double-hung, or multi-paned casement windows are preferred.
- Doors should match the materials, design, and character of window framing.
- Wood frames are preferred around doors and windows.
- Entries to commercial structures should be clearly defined and articulated to differentiate them from private residences.



Chapter
2.3.5
(Page 2-8)



Chapter
2.3.6
(Page 2-9),
2.3.7
(Page 2-10),
2.4
(Page 2-12)

Chapter 7: Brewer Road Character District



Chapter
2.3.8,
(Page 2-10),
2.4
(Page 2-12)

7.3.5 Architectural Details

Architectural details and features are important to create visual interest.

- Architectural details indicative of local residential and rural commercial architecture are encouraged, such as:
 - Red and river rock chimneys
 - Front porches
 - Overhanging eaves
 - Red rock foundations
 - Covered walkways
 - Façade parapets
- Other details that create architectural interest and are also encouraged, such as:
 - Red rock and river rock pillars
 - Hanging or wall mounted light fixtures with decorative metal brackets
 - Decorative scuppers, catches and downspouts
- Down-directed exterior lighting should be designed as part of the overall architectural style of the building. The lighting of full façades or roofs is not allowed.
- Fabric awnings are acceptable in this district. White or bright colors are not allowed.



Chapter 7: Brewer Road Character District

7.4 Landscaping & Amenities

New landscaping in the Brewer Road District should reflect the riparian environment and natural existing vegetation, including deciduous trees, though could include some Juniper and Pinon trees where possible and practical. Low-level rock retaining walls and wood post fencing are common vernacular and functional features separating vehicles and pedestrians uses.

7.4.1 Landscaping

- In-the-ground landscaping should comprise the majority of the landscaping. However, raised planters are acceptable when designed to accentuate the architecture and/or enhance pedestrian areas.
- Juniper and Pinon trees, along with other native shrubs and landscaping materials are encouraged for aesthetic purposes. Riparian vegetation including Cottonwood and Sycamore are appropriate in riparian areas.
- To foster a natural and informal look, uneven tree spacing is recommended except when plants are being used to create screening.
- Local native natural rocks and boulders are encouraged in landscaped areas to add interest and variety and should be grouped and set in a manner that reflects the natural rock outcroppings in the area. Red rock planters are also appropriate.
- Landscaping should be used for screening parking areas, refuse storage, and utilities, as well as for aesthetic purposes.



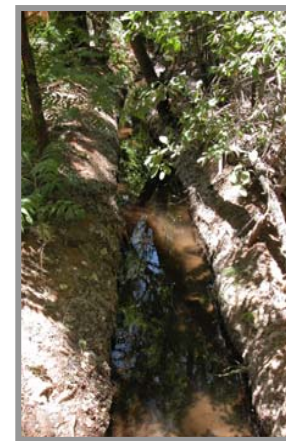
Chapter 7: Brewer Road Character District



Chapter
2.5.2
(Page 2-16)

7.4.2 Public Spaces and Amenities

- The provision of intimate pedestrian-oriented spaces is strongly encouraged. The following types should be considered:
 - Small plazas and courtyards
 - Pathways and paseos between buildings and/or to parking areas
 - Gardens
- Trees and informal landscaping should be incorporated into the plaza design.
- The use of plain paving surfaces and textures that reflect a rural character is encouraged.
- The addition of pedestrian amenities in plazas, courtyards, gardens, and paseos is strongly encouraged.
- The size and design of site amenities and furniture should be compatible with the architectural style of the building to which it relates.
- Community information kiosks, as well as interpretive signage and art may be incorporated as an integral part of the design of pedestrian spaces. Design features that highlight the area's natural irrigation history, its historic commercial beginnings, and its historic USFS buildings are encouraged. Murals are not allowed.



Chapter 7: Brewer Road Character District



Chapter
2.5.3
(Page 2-18)

7.4.3 Walls and Fences

- Low walls and fences are encouraged to accommodate changes in topography, provide for screening/separation, or enhance landscaping.
- Preferred materials include red and river rock and wood.
- Walls and fences should be no higher than 3 feet unless used in the rear yard to separate residential and commercial uses.



Chapter 7: Brewer Road Character District

7.5 Commercial Signs

Signs in this district should be low-key and should incorporate natural materials. Signs are often located in landscaped setbacks and/or, less frequently, on the building facades.

7.5.1 Sign Materials

- Wood (carved, sandblasted, etched, properly sealed and painted, or stained) is the preferred sign material.
- Red rock and/or river rock may be used as a base or integrated into signage.

7.5.2 Appropriate Sign Types

The following sign types are preferred in the Brewer Road District. Additional details on the specific design and placement of these sign types is provided in Chapter 7 and all signs must adhere to City regulations.

- **Freestanding Signs** supported permanently upon the ground by short poles are appropriate for businesses set back from the sidewalk edge. **(A)**
- **Wall Signs** may be located where façade features or details suggest a location, size, or shape for the sign. **(B)**
- **Temporary/Figurative Signs** may be used for displays if created from substantial materials. **(C)**
- **Internally illuminated and awning signs** are not allowed in any non-commercial and non-office professional zoned properties within this character district.

